

Aspirus Medical Group

Executive Director / CEO

EIN 391965593

WI · NTEE E30

FY ending 2023-06-30

June 9, 2026

This analysis benchmarks the total compensation of **Matthew Heywood, Executive Director / CEO** (\$311,110) against **every comparable organization** that fit the selection criteria — **45** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **98th** percentile of comparable organizations above the 90th percentile — board review recommended

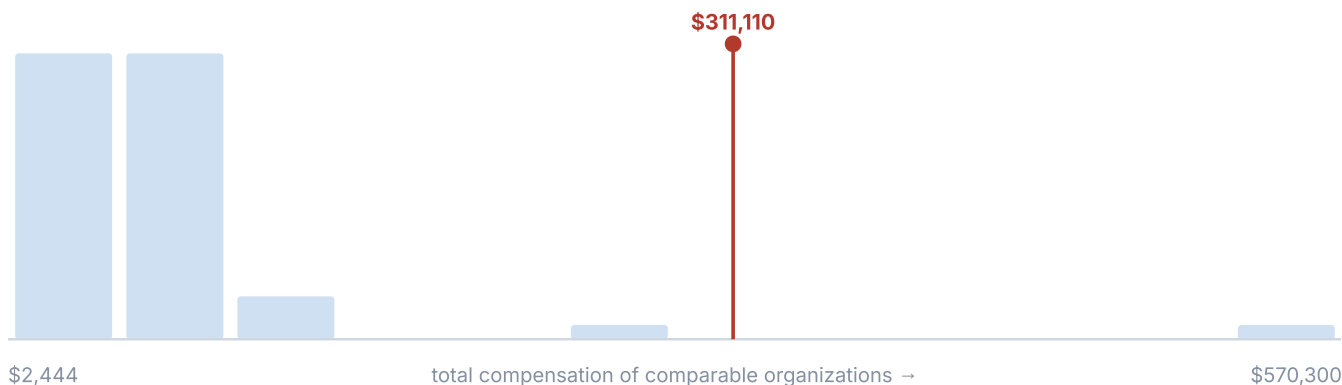
Benchmarked executive: Matthew Heywood — reported title “PRESIDENT & CEO ASPIRUS”, a **direct title match** to the Executive Director / CEO role.

How comparable organizations were selected

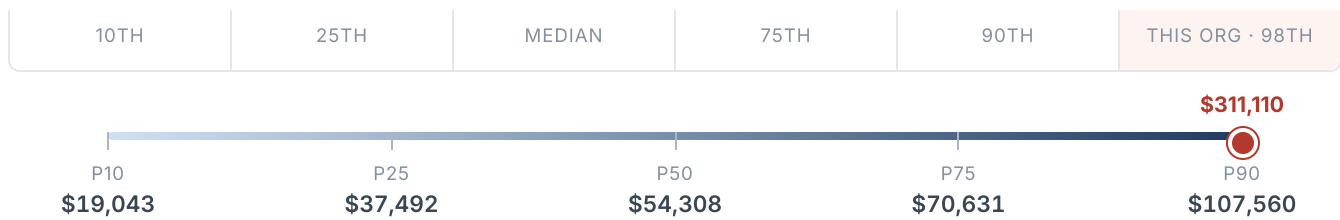
SECTOR	Organizations sharing the subject's NTEE classification (E30).
BUDGET	Total revenue between \$177,296 and \$396,931 — 0.67x to 1.50x the subject's \$264,621 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (E30), nationwide + budget 0.67–1.5x revenue.

45 organizations qualified on sector, size, and geography → **45** within the band form the benchmarked peer set.

Distribution of comparable compensation



\$19,043	\$37,492	\$54,308	\$70,631	\$107,560	\$311,110
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● Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to WI cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Hackett Hemwall Patterson Foundatio	WI	\$268,383	President	\$29,000	\$28,168	2024
Leap Pediatric And Adolescent Care	MN	\$259,086	President	\$13,950	\$12,820	2024
Willa Carson Health And Wellness Center Inc	FL	\$272,601	Executive Director	\$66,300	\$57,927	2024
Wings Of Humanity Inc	AZ	\$255,729	President & Ceo	\$95,004	\$87,486	2023
Partnership For Healthy Central	OK	\$255,391	Han Program Manager	\$65,877	\$69,458	2023
Dental Care In Your Home Inc	NM	\$253,808	Executive Director	\$43,098	\$44,385	2023
Good Samaritan Clinic	SC	\$253,198	Executive Director	\$92,000	\$89,265	2024
Endorphin Power Company	NM	\$276,372	Executive Di	\$61,316	\$61,336	2024
Main Line Health Integrative And Functional	PA	\$251,842	Chairman & Trustee	\$597,253	\$570,300	2023
Occupational And Environmental	RI	\$250,334	Administrator	\$145,206	\$129,495	2024
San Joaquin Family Healthcare	CA	\$279,284	Cfo	\$3,043	\$2,444	2024
Behome Partners	PA	\$279,692	Chairman	\$39,302	\$37,528	2023
Healthy Smiles For Me Inc	ME	\$247,654	Director	\$35,000	\$32,596	2024
World Health Dental Organization	WA	\$282,073	Executive Director	\$50,004	\$41,637	2024

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
Park Street Healthshare Inc	VT	\$244,879	Executive Dir.	\$65,666	\$63,287	2023
Risen Wellness	TN	\$288,010	President	\$131,924	\$128,970	2024
Nelson County Community Clinic Inc	KY	\$288,544	Executive Director	\$34,881	\$35,883	2023
The Colorado Mission Of Mercy	CO	\$288,839	Executive Director	\$59,925	\$55,020	2023
Excellent Inc	MI	\$233,029	Administrator/president	\$76,000	\$75,113	2023
Tok Community Clinic Inc	AK	\$299,246	Secretary/tr	\$11,050	\$10,116	2023
Wellness Tree Community Clinic	ID	\$229,432	Executive Dir.	\$82,987	\$79,989	2025
Northeastern Anesthesia Of New Jersey Pc	NY	\$228,503	Ceo	\$70,612	\$61,096	2023
Ashland Christian Health Center Inc	OH	\$300,832	Executive Di	\$44,000	\$43,343	2024
Md-1 Program Inc	NJ	\$310,674	President & Ceo	\$81,600	\$69,761	2023
Celina Pro Health	OH	\$311,414	President	\$40,654	\$40,047	2024

Comp (reported) is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to WI cost of living and 2023 dollars. Click any organization to verify the figure on ProPublica.

■ Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to WI cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: peerbasis.org/methodology.

■ Sample, role match & sensitivity

PEER COUNT **45** organizations. Compensation range \$2,444–\$570,300; filing years 2023–2025.

SIZE BASIS	Matched on total revenue (\$264,621); for reference, expenses \$21,772 and assets \$445,718. Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.
ROLE MATCH	Matthew Heywood, reported title " <i>PRESIDENT & CEO ASPIRUS</i> ", benchmarked as Executive Director / CEO. The title maps directly to this role.
RELATED-ORG PAY	11 peers report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	4 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	98 th
Total compensation (D + F), as reported (no adjustments)	98 th
Reportable pay only (column D), adjusted	0 th
All sources (D + E + F), adjusted	96 th

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

● Rebuttable presumption of reasonableness • 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Matthew Heywood) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 45 similarly situated organizations (Same NTEE sector (E30), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$311,110 is reasonable (approximately the 98th percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [__ for / __ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.